

CUSTOMERS AND MERCHANTS SURVEY

Customers Survey

In order to find some of the characteristics and thoughts of customers and merchants about Downtown Roxboro two different surveys were made. During the Spring of 1965 a large number of surveys were sent home with school children asking their parents to indicate their shopping habits and their ideas about Downtown Roxboro. A total of 348 surveyed replies were returned and replies were separated for those persons living in Roxboro, in South Person County and in North Person County. However, there did not seem to be any significant differences in their replies.

The customer survey is fully tabulated in the appendix of this study with a summary of the conclusions drawn from the finding. Generally, the surveys indicated that the average or what might be considered as the typical consumer lived outside Roxboro (55% outside, 45% inside) and has a very high sense of shopping loyalty to Roxboro. They have lived in the area 10 years or more and shop in Roxboro weekly. They do not work in the downtown area. When they come to Town they park on the street and estimate that they spend over 60 percent of their shopping dollar in Roxboro. They are generally pleased with downtown, can usually find what they need and rate the stores and employees as "good". They do not favor one-way street systems. would favor taking traffic off of Main Street and the creation of public meeting places and rest rooms.

